



MARKETING STRATEGY TRAINING
WORKBOOK

**Storytelling to Write
Better Content**

How to add Storytelling into Your Marketing Content

Your Customers will effortlessly resonate with stories

Sharing stories in your marketing messages doesn't take extra effort to consume, because people *like* reading them.

They're *entertained* by reading stories. They *want* to read about the weird thing your dog does or the time you thought you saw someone famous at your favorite restaurant.

Your community loves to hear about what happens in other people's lives – especially when they can see themselves in your story. { It's human nature to be nosy! }

As you're thinking about your story to share, look for meaning in the story and figure out a way to relate that back to your customers and why they're connected to your business.

If you don't know where to start ... Use the S3 Framework— Struggle, Shift, Solution

- 1 The Struggle** – What challenge were you facing before?
- 2 The Shift** – What moment changed things for you?
- 3 The Solution** – How did you solve it and how does that connect to what you offer now?

Work your way through your answers to these questions and you'll see how it fits together into a story about your business. You'll see how to include the solution you provide with your business and how this content isn't just for sales – it's to create stronger connections.

DEVELOPING STORYTELLING CONTENT

To uncover your Storytelling Content opportunities, use the following prompts and questions to help you come up with your story ideas.



01 What transformation does your product or service create for your customers? Describe a “before and after” scenario showing the impact of what you offer.

02 What are the biggest objections your potential customers have before buying? How can you tell a story that directly addresses those doubts and reassures them?

DEVELOPING STORYTELLING CONTENT

To uncover your Storytelling Content opportunities, use the following prompts and questions to help you come up with your story ideas.



03 What was the moment that made you start your business or develop your product/service? How can you tell the story of what inspired you to do this work and how that connects to your customer.

04 What is a personal struggle or lesson learned that relates to the problems your client faces? How can you share an experience where you overcame a challenge that your customers also deal with.

Join us in our supportive group!

Your story has the power to sell - not through pushy tactics, but by creating real, human connections.

When you share authentic, engaging stories, you make your community feel seen, heard and understood. You're not just selling a product or service with every social post or video. You're showing them how working with you or buying products from you will include the transformation they're looking for.

Now that you have the steps to develop your own sales marketing stories, it's time to take action and work through how you can turn these ideas into a marketing message with a greater impact.

Join the Marketing Strategy Collective Community on Patreon!

If anything comes up while working through the worksheets or if you want to share your storytelling content ideas with the group, I'd LOVE to see you join us in the collaborative group marketing program Marketing Strategy Collective.

I'll be starting weekly conversations with deep dive content focused on Storytelling so join us in our Patreon group to get support from our monthly zoom group sessions: <https://www.patreon.com/MarketingStrategyCollective>

I'll see you inside the Marketing Strategy Collective group!